

SECTION 14 – OUTDOOR SIGNAGE

Introduction

This section provides controls for any outdoor signage that requires development consent under the provisions of the LEP. Some signage is also permitted without development consent (see Schedule 2 - Exempt Development, Muswellbrook LEP). These controls have been formulated having regard to “Outdoor Advertising - An Urban Design-Based Approach” produced by the NSW Department of Planning.

Reference should be made to any relevant area character statements to ensure that any proposed signage is consistent with the planning objectives for that area.

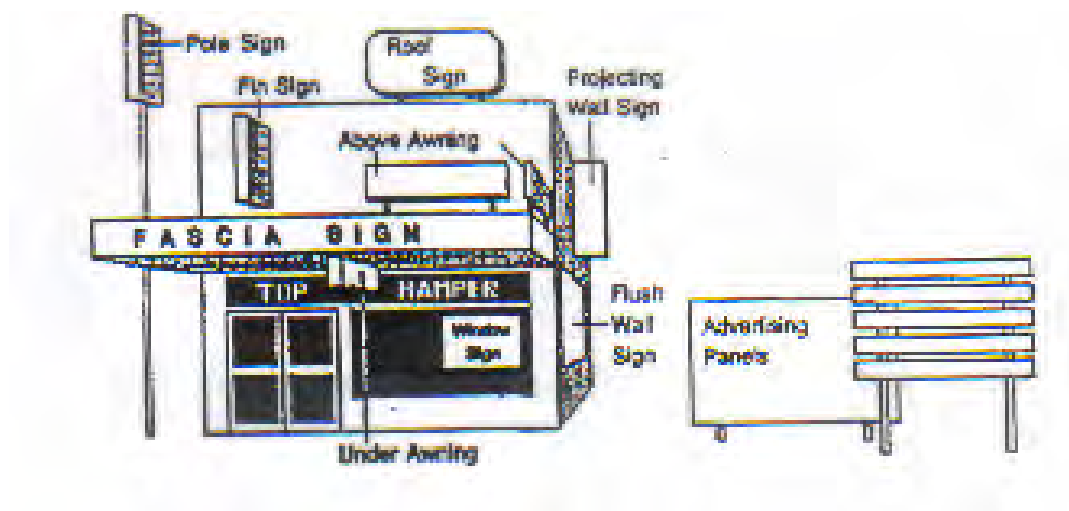
Any proposal for outdoor signage must take into consideration requirements of *State Environmental Planning Policy No. 64 - Advertising and Signage* and Part B of the *Building Code of Australia* (BCA) in particular sections dealing with dead and live loads, load combinations and wind loads.

In addition to the controls in this section, applicants proposing outdoor signage on classified roads including highways, must consider the safety of motorists in accordance with the provisions of SEPP No. 64 and the “*Transport Corridor Outdoor Advertising and Signage Guidelines*” produced by the Department of Planning.

Application

In assessing a development application for any signage (or that includes signage as part of a larger development) lodged with Council, the provisions of this section of the DCP will apply.

Definitions



Further to the above descriptions of signage, definitions relating to the provision of signage are contained within the Muswellbrook LEP and within SEPP No. 64 – Advertising and Signage.

Aims

Outdoor signage that:

- a) has a consistent approach to design and positioning.
- b) does not detract from significant views, vistas and sensitive streetscapes.
- c) adds character to the streetscape and complements the architectural style and use of buildings.
- d) minimises visual clutter or environmental degradation through proliferation.
- e) conveys the advertiser's messages or images without causing an adverse social impact upon the community.

Objectives

- a) To ensure that signage (including advertising):
 - (i) is compatible with the desired amenity and visual character of an area, and
 - (ii) provides effective communication in suitable locations, and
 - (iii) is of high quality design and finish, and
- (b) to regulate signage (but not content) under Part 4 of [the Act](#), and
- (c) to provide time-limited consents for the display of certain advertisements, and
- (d) to regulate the display of advertisements in transport corridors, and
- (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.

14.1 SIGNAGE DESIGN ANALYSIS

The following signage design analysis aims to provide guidance on desirable forms of signage in Muswellbrook Shire for different zones and areas. Signage design should reinforce the character of signage described in this analysis.

Muswellbrook (B2 – Local Centre)

These areas consist mainly of one and two storey buildings with shops at ground floor level that serve the local needs of the community and some shop top accommodation above. Existing signage is limited to small scale business identification signs such as fascia, under awning (some illuminated), top hamper and window signs. There are no large scale advertisements given the limited scale of the built form. There are limited examples of signage located above awning height that are not characteristic, or have been integrated into the design of the building. The existing character of these areas should be retained by limiting signage to small scale business and building identification signs in the forms previously described.

Denman (Conservation area)

Many of the older commercial buildings have simple timber or rendered parapets on their upper walls and flat unrolled (not bullnosed) awnings of corrugated galvanised iron. The survival of 'traditional' signage and of 'traditional' awnings on past and present

commercial buildings are of particular note. Most signage is painted and on facades or on/under awnings (and illuminated signage is limited, though intrusive).

14.2 MATTERS FOR CONSIDERATION

Under the provisions of clause 8 of SEPP 64, Council will not grant consent to display signage unless it is satisfied that the signage satisfies the following assessment criteria:-

1 Character of the area

- a) The proposal is compatible with the existing or desired future character of the area or locality in which it is proposed to be located
- b) The proposal is consistent with a particular theme for outdoor advertising in the area or locality

2 Special areas

- a) The proposal does not detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas

3 Views and vistas

- a) The proposal does not obscure or compromise important views
- b) The proposal does not dominate the skyline and reduce the quality of vistas
- c) The proposal respects the viewing rights of other advertisers

4 Streetscape, setting or landscape

- a) The scale, proportion and form of the proposal is appropriate for the streetscape, setting or landscape
- b) The proposal contributes to the visual interest of the streetscape, setting or landscape
- c) The proposal reduces clutter by rationalising and simplifying existing advertising
- d) The proposal screens unsightliness
- e) The proposal does not protrude above buildings, structures or tree canopies in the area or locality
- f) The proposal does not require ongoing vegetation management

5 Site and building

- a) The proposal is compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located
- b) The proposal respects important features of the site or building, or both
- c) The proposal shows innovation and imagination in its relationship to the site or building, or both

6 Associated devices and logos with advertisements and advertising structures

- a) Any safety devices, platforms, lighting devices or logos have been designed as an integral part of the signage or structure on which it is to be displayed

7 Illumination

- a) Illumination will not result in unacceptable glare
- b) Illumination will not affect safety for pedestrians, vehicles or aircraft
- c) Illumination will not detract from the amenity of any residence or other form of accommodation
- d) The intensity of the illumination can be adjusted, if necessary
- e) The illumination can be subject to a curfew

8 Safety

- a) The proposal will not reduce the safety for any public road
- b) The proposal will not reduce the safety for pedestrians or bicyclists?
- c) The proposal will not reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

14.3 SIGNAGE DESIGN, LOCATION AND CONTENT

14.2.1 Design, scale, size

Objective

- a) Signage that enhances the architecture of existing buildings, streetscapes and vistas.

Controls

- (i) Provide outdoor signage that is visually interesting and integrated with architecture of the building.
- (ii) Use lettering, materials and colours that complement the existing building or place.
- (iii) Avoid signage that dominates the building.
- (iv) Provide an appropriate scale, form and similar proportions to the desired character of the streetscape. (Refer to character statements above and Fig. 16.1)
- (v) Do not locate signage where it will obstruct views, vistas or cause significant overshadowing.
- (vi) Provide outdoor signage which does not dominate the building or protrude above any parapet or eaves.
- (vii) Avoid locating advertisements over a window, other openings or which covers significant architectural detail of the building.
- (viii) The proposed means of fixture to the building or any support structure for freestanding signs must be consistent with the character statement in clause 16.1.
- (ix) Avoid freestanding signs that dominate the skyline when viewed from the ground within one kilometre.



Figure 16.1 Compatible signage

14.2.2 Location

Objective

- a) A consistent approach to the positioning of outdoor signage to enhance the streetscape.
- b) To allow flexibility and provide assistance for locating signage incorporated into the design of the building

Controls

- (i) The façade of the host building is subdivided into a series of vertical or horizontal panels on which the signage can be placed (fig. 16.2).
- (ii) Join together two smaller panels to form a more usable horizontal or vertical panel. (Fig. 16.3)
- (iii) Project lines from the adjacent buildings across the façade of the building to identify horizontal panels where signs can be located to achieve visual continuity with neighbouring buildings. (Fig. 16.4).
- (iv) The preferred location for signage is identified in the character statement in clause 16.1.

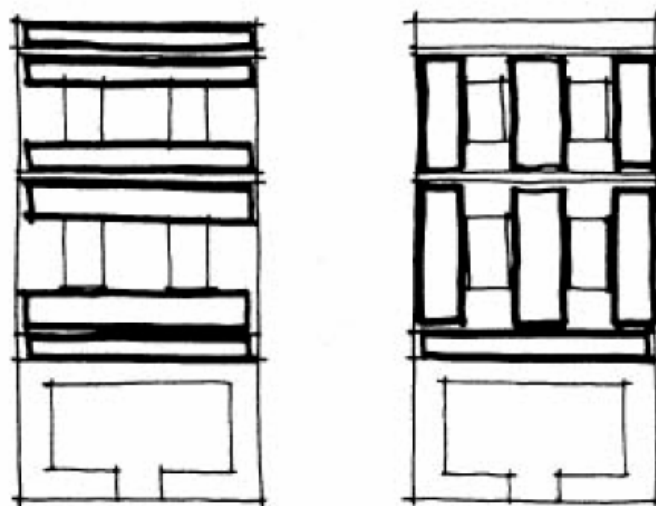
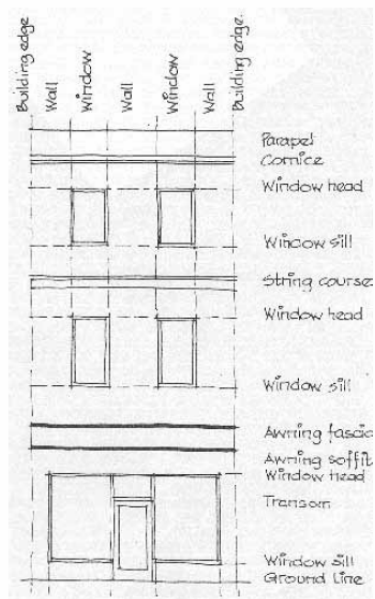




Figure 16.4 Continuity of signage

14.2.3 Restrictions

Objective

- a) Restrictions on outdoor signage to avoid visual clutter and the proliferation of outdoor signs.

Controls

- (i) Do not provide any more than one large building and/or business identification sign per building to be allocated to a major tenant of the building.
- (ii) Under awning signs must be located 2.6m above natural ground level, not exceed 2.5 m in length or 0.5 m in height.
- (iii) Avoid advertising products that are not sold on the premises.
- (iv) Only one directory board permitted for multiple occupancy buildings.
- (v) Provide signs that respect the viewing rights of other advertisers. No advertising structure shall be erected closer than 3 metres in a horizontal plane to any other advertising structure.
- (vi) Integrate the name or logo (max. - 0.25m²) of the person who owns or leases an advertisement into the signage display area.
- (vii) Proposed signage greater than 20 square metres and within 250 metres of and visible from a classified road will be referred to the RTA for agreement.
- (viii) Permanent advertising panels have a maximum surface area of 6m² and are limited to one per property.
- (ix) Pole or pylon signs shall have a maximum advertising area of 3m² and a maximum height of 7m to the top of the sign, measured from ground level (existing).

14.2.4 Inappropriate forms

Objective

- a) Restrictions apply to certain types of signs to preserve residential character, streetscapes and vistas.

Controls

- (i) Outdoor signage other than exempt development, business or building identification signs are not permitted in the following areas identified under the LEP:-
- R1 Residential zone
 - E3 Environmental management zones
 - Heritage conservation areas
 - RE1 and RE2 Open space zones
- (ii) The following forms of signage are generally not considered appropriate in Muswellbrook Shire:-
- Above awning signs (attached to the top surface of awning)
 - Horizontal projecting wall signs are not favoured and shall not be permitted except in exceptional circumstances.
 - Flag pole signs
 - Inflatable signs
 - Moving and flashing signs
 - Video Signs
 - Roof or sky signs
 - Large signs (>20m² or higher than 8m) including billboards

14.2.5 Content

Objective

- a) Social impact of signage to be minimised in the public interest.

Controls

- (i) Advertising alcohol products is limited to places that sell such products.
- (ii) Discriminatory advertising messages are considered to be undesirable as specified in the *Anti-Discrimination Act 1977*.*
- (iii) Signage messages should not offend sensitive land uses (churches, schools, day care centres).
- (iv) Changes in content or message of any Council approved sign will not require development consent provided the proposal meets the controls of this clause.
- (v) The content of signage must relate to the premises or place at which the sign is displayed.

14.2.6 Pedestrian and road safety

Objective

- a) Outdoor signage must promote driver and pedestrian safety.

Controls

- (i) Provide signage that avoids confusion with road traffic signs, signals or use the word “stop” or other directions.*
- (ii) Do not obscure a road hazard, oncoming vehicles or pedestrians.
- (iii) Avoid signage messages, designs, or bright lighting that may distract motorists.
- (iv) Signs must not be located where drivers require a higher level of concentration for example, major intersections.

14.2.7 Signs on heritage items and in conservation areas

Objective

- a) Some limitations on signage are necessary to conserve the significance of heritage items and/or conservation areas.

Controls

- (i) One sign per property which is a minor element and restrained in design.
- (ii) Original signs are retained and conserved at the site.
- (iii) Avoid new signs on side walls of buildings.
- (iv) Provide a high standard of materials and graphics.
- (v) Use traditional designs, colours, lettering and construction methods.
- (vi) Avoid placing illuminated signs on heritage items.

14.2.8 Illuminated Signs

Objective

- a) Local amenity is preserved with appropriate levels of illumination.

Controls

- (i) Provide levels of illumination that do not cause light spillage for nearby residential properties.
- (ii) Avoid positioning illuminated signs on properties fronting laneways between residential and commercial areas.

14.2.9 Roof or sky advertisements

Objective

- a) Generally, this form of signage is not permitted in Muswellbrook Shire but there may be site specific circumstances where Council may consider such signage.

Controls

- (i) New signs must either replace one or more existing roof or sky signs and improve the visual amenity of the locality or improve the finish and appearance of the building and the streetscape.
- (ii) Avoid signs that are higher than the highest point of any part of the building including lift overruns or air conditioning plants but excluding flag poles, aerials, masts.

- (iii) Design roof or sky signs that are no wider than any part of the building and also in accordance with the desired character statement in clause 16.1.

14.2.10 Wall signs

Objective

- a) The visual impact of wall signs is minimised to enhance vistas, streetscapes and skylines.
- b) The provision of wall signs are integrated into the design of the building

Controls

- (i) Allow only one wall sign per building elevation.
- (ii) Integrate wall signs into the overall design of the building.
- (iii) Avoid signs that have an area greater than:-
 - 10% if the wall elevation is $> 200\text{m}^2$
 - 20m^2 if the elevation is greater than 100m^2 but $< 200\text{m}^2$
 - 20% for elevations of $< 100\text{m}^2$
- (iv) Protrusions from the wall should be no greater than 300 millimetres.
- (v) Avoid locating a wall sign on a building elevation if there is an existing building or business identification sign.

14.2.11 Special promotional advertisements

Objective

- a) Outdoor signage for this purpose is confined to commercial areas to minimise impacts.

Controls

- (i) Design special promotional signage in accordance with the character statement.
- (ii) Special promotional advertisement must be consistent with this DCP.
- (iii) A limit of three months in any 12 month period applies.
- (iv) Avoid product images or corporate branding that exceeds 5% of the signage display area.

14.2.12 Signage to assist disabled access

Objective

- a) All signs and symbols including their location, size, and illumination are designed to be understood by all users, including those with sensory disabilities in accordance with AS1428 (*Building Code of Australia*).

Controls

- (i) Display disabled access signs where they can be easily seen. Hearing loop logos should be provided if required.
- (ii) Include tactile communication methods in addition to visual methods to assist people with various disabilities.

- (iii) Provide international symbols with specifications relating to signs, symbols and size of lettering complying with AS 1428.2.
- (iv) Use letter height that complies with CI 14 AS 1428.1.
- (v) Provide specification for visual communication systems relating to height of letters, illumination, location and background contrast in accordance with AS 1428.2.

14.2.13 New technologies

Objective

- a) Flexibility in Council's controls for outdoor signage is required to assist in the assessment of signage generated by new technologies.

Controls

- (i) Future signage generated by new technologies will be considered on their merits.
- (ii) Proposals involving animation, video screens and other forms of movement are considered inappropriate.
- (iii) Advertisements that cover glass facades (for example, coloured film) are generally discouraged unless they are limited in size and period of use.

14.2.14 A – Frame Signs

Objective

- a) To allow A – frame signage subject to certain criteria
- b) To ensure pedestrian and visual amenity is not adversely affected

Controls

- (i) Council will consider development applications for A-Frame signs within/adjoining B2 - Local Centre and Industrial zones as identified in the Muswellbrook LEP subject to compliance with the following criteria
- (ii) The applicant enters into an agreement prepared with Council and obtains public liability insurance indemnifying Council of any potential claims to a value of \$10 million or other sum as approved by Council.
- (iii) Council is satisfied that adequate pedestrian thoroughfare is maintained and the signage does not significantly obstruct the footpath or create a safety hazard.
- (iv) The applicant places Council's registration number on the bottom right hand side of the sign;
- (v) The signage is placed in its designated position and is removed at the close of trading each day
- (vi) The signage board is of the minimum dimensions of 500mm wide x 1m high and of a maximum size of 700mm x 1200mm, and when erected is fixed appropriately.

The following page no. is 15-1